

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBUSTIBLES, INC.

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R04

FIRE UP A BLUES.

A whole new shade of menthol.

Kings and 100s

11 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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